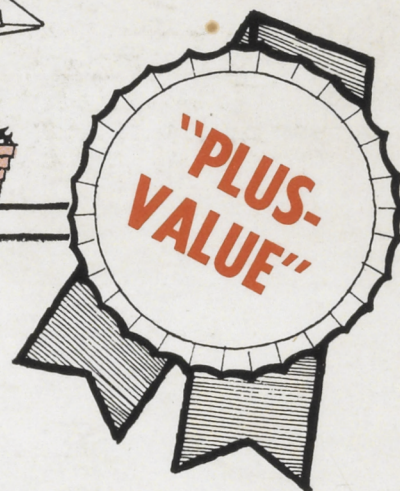
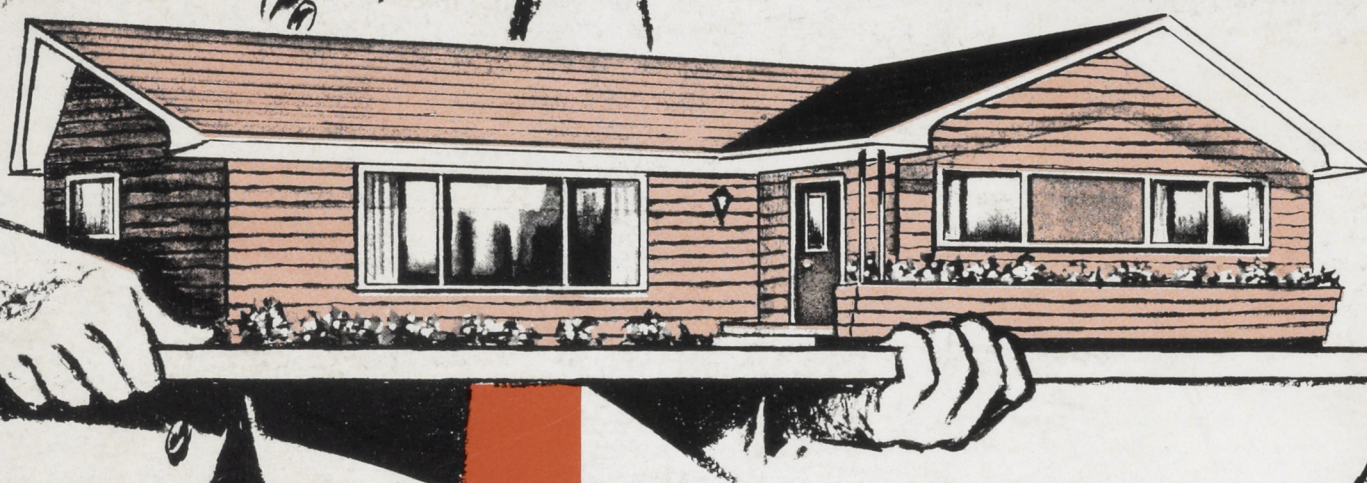




..... takes the time
to build a **BETTER HOME!**



NOW with PRICES
to FIT ALL HOME BUYING BUDGETS!

the Cosmopolitan
SERIES

the Young Moderns
SERIES

the REDCLIFF
Popularly-priced
BRICK HOMES!
SERIES

the Princess
SERIES

**SOLID ...
SECURE ...
SPACIOUS ...
SUPERB! ...**

for more information contact:

4 Distinctive Series of Homes,
each brimming with beauty
that's more than skin deep ...

FOR FURTHER INFORMATION CALL
N. (Nick) LEHUNE

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RESIDENCE - - HO6-3263
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PHONE 434-3417

for "Plus-Value" Homes in Calgary contact NU-WEST HOMES LTD.—Phone AT 3-0726
in Lethbridge contact OUELLETTE HOMES LTD.—Phone FA 7-7445



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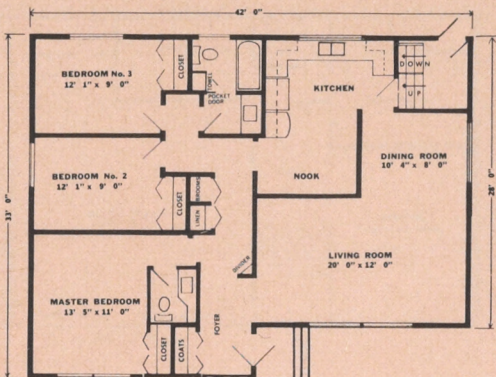
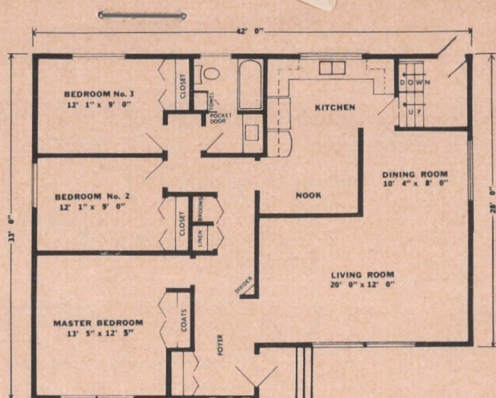
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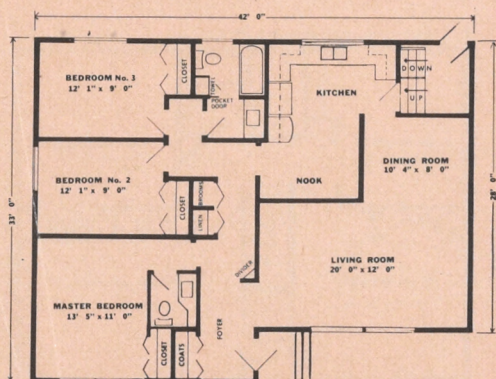
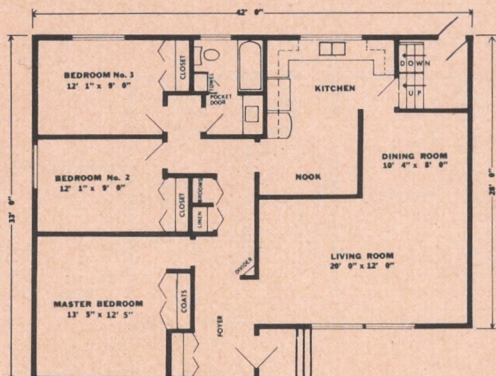
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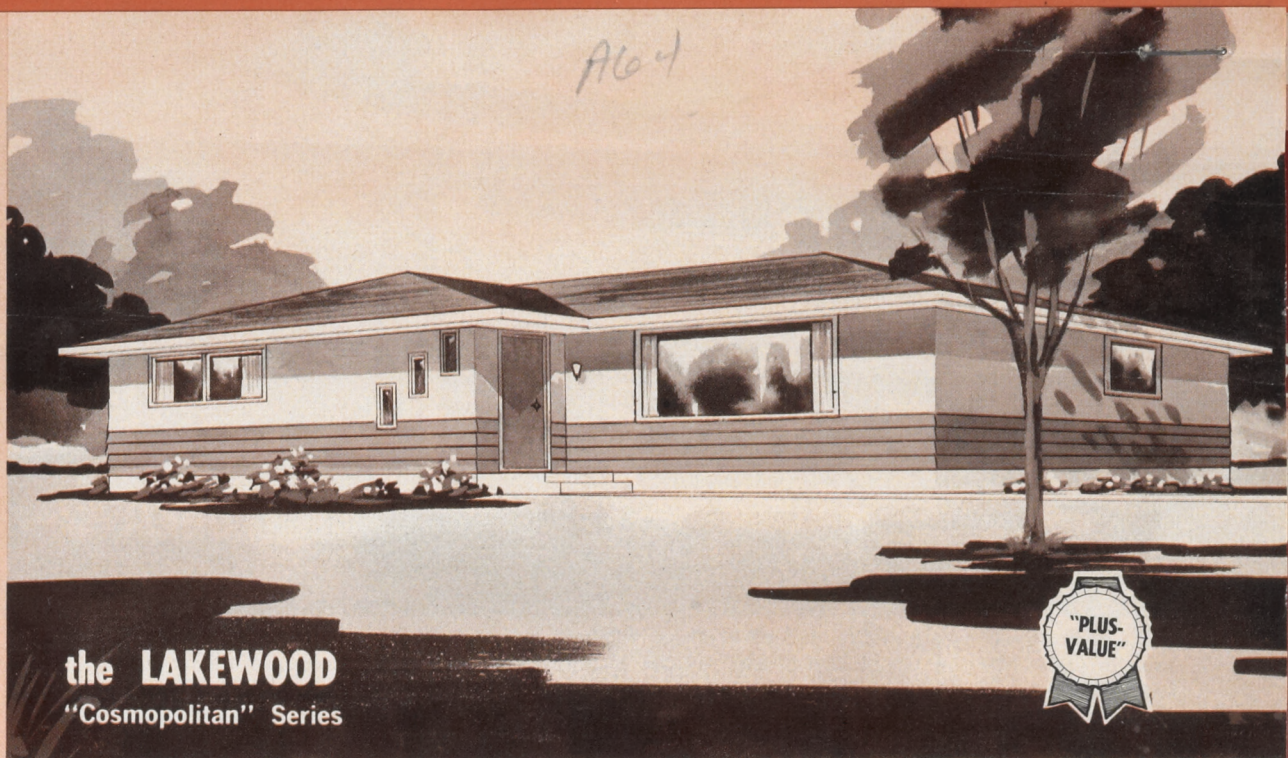
1284 sq. ft.

- 3 extra large bedrooms
- 4 piece main bathroom; additional 2 piece powder room is optional



1284 sq. ft.

- 3 extra large bedrooms
- Open beam ceiling with cathedral windows
- Additional 2 piece powder room optional



the LAKEWOOD

"Cosmopolitan" Series

The LAKEWOOD brings you full dimensional living with "plus-value" planned executive spaciousness.

Since this model is actually a larger version of the best-selling Commander, it offers you all the proven benefits of the widely acclaimed Commander design but with additional area in every room.

If you want permanent prestige and space-to-spare, then the LAKEWOOD is the realistically priced larger bungalow that you should have for your family!

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....this is Living



the SKYVIEW

"Cosmopolitan" Series

1284 sq. ft. of sophisticated glamour for discerning Edmontonians who want the advanced excitement of open beam styling combined with the perpetual convenience of a proven central hall floor plan.

Distinctive beauty is evident throughout. The visual interest created by the sloping open ceilings reaches its peak in the extra large living and dining room with its full height cathedral windows and exposed beam. Just imagine entertaining your friends in this stunning setting!

You'll appreciate the many other McCONNELL finishing touches too, such as the compartmented main bathroom and phone desk divider.

The SKYVIEW will be a proud addition to your fashion-conscious family.

....this is Living



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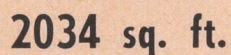
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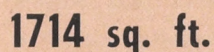
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... continued... inside back cover — — ➡ ➡



- 4 large bedrooms
- 4 piece main bathroom plus 2 piece powder room
- Finished rumpus room



- 2 storey model with 4 bedrooms, 1½ baths, formal dining room and attached front drive garage
- Low silhouette roof . . . full basement



King-sized in every respect except price. The MANOR makes it practical for you to have NOW what you have always wanted in a home!

....this is Living



The MONTCLAIR—styled for distinction, designed for family convenience and “plus-value” built for the lasting contentment you expect from McCONNELL. (Also available, for less, without the attached garage.)

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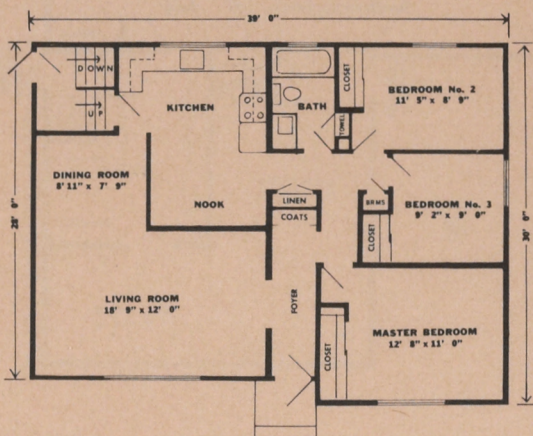
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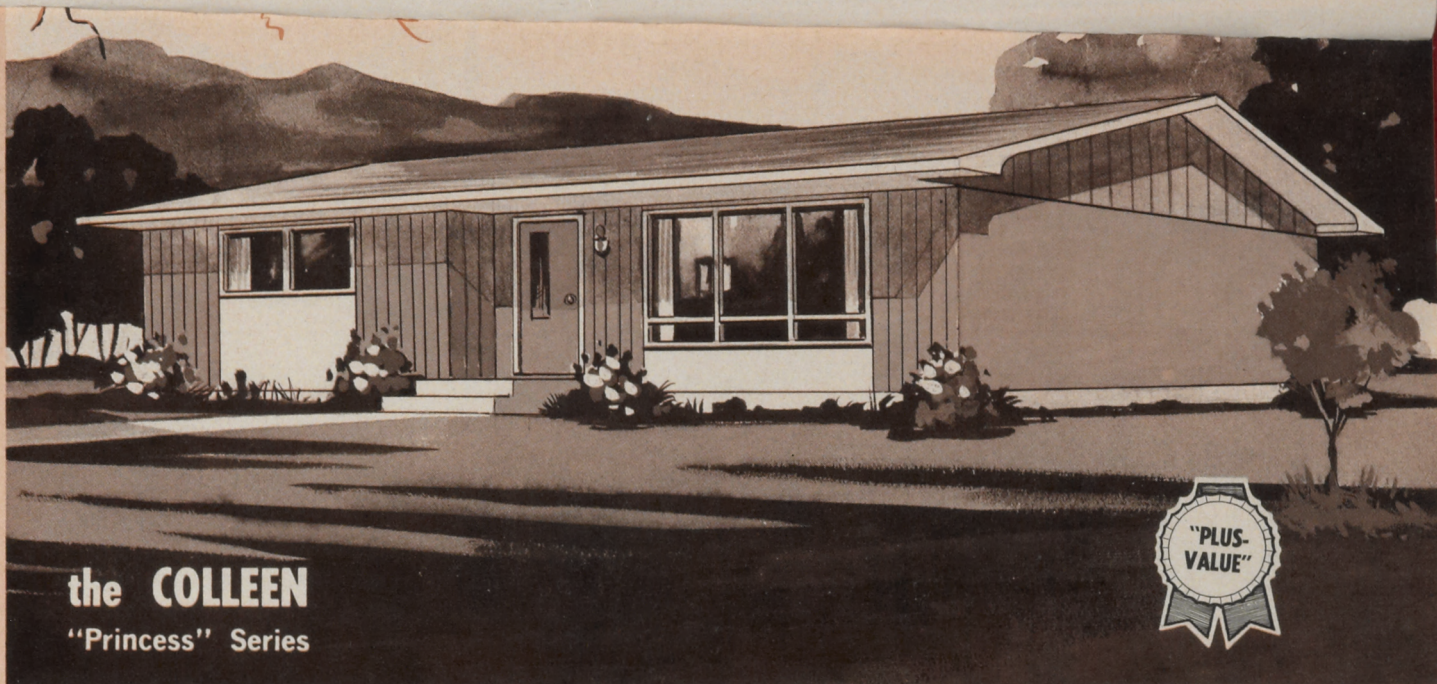
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. . . continued . . . inside back cover — — ➡ ➡



1123 sq. ft.

- 3 bedrooms
- Large L-shaped living and dining room
- Family-size kitchen with its own eating area
- Plentiful closet and storage space



the COLLEEN
"Princess" Series

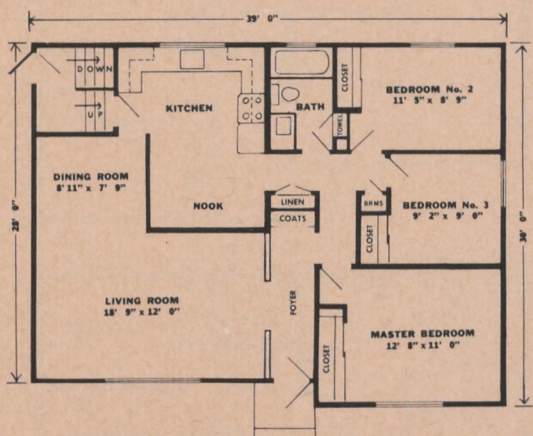


NEVER BEFORE has a limited home buying budget been able to afford McCONNELL spaciousness and quality, but now, with the COLLEEN in the all new "Princess" Series, you need not settle for less. Both the down payment and the income qualifications are within the reach of almost any family contemplating the purchase of a new home.

The hallmarks of superior McCONNELL design are everywhere—sweeping L-shape living and dining room for flexible furniture combinations; typical McCONNELL kitchen with adjoining nook; 3 good-sized bedrooms; 4 piece vanity bath with clothes chute and towel storage and a 7 foot master bedroom closet with shelves in one end.

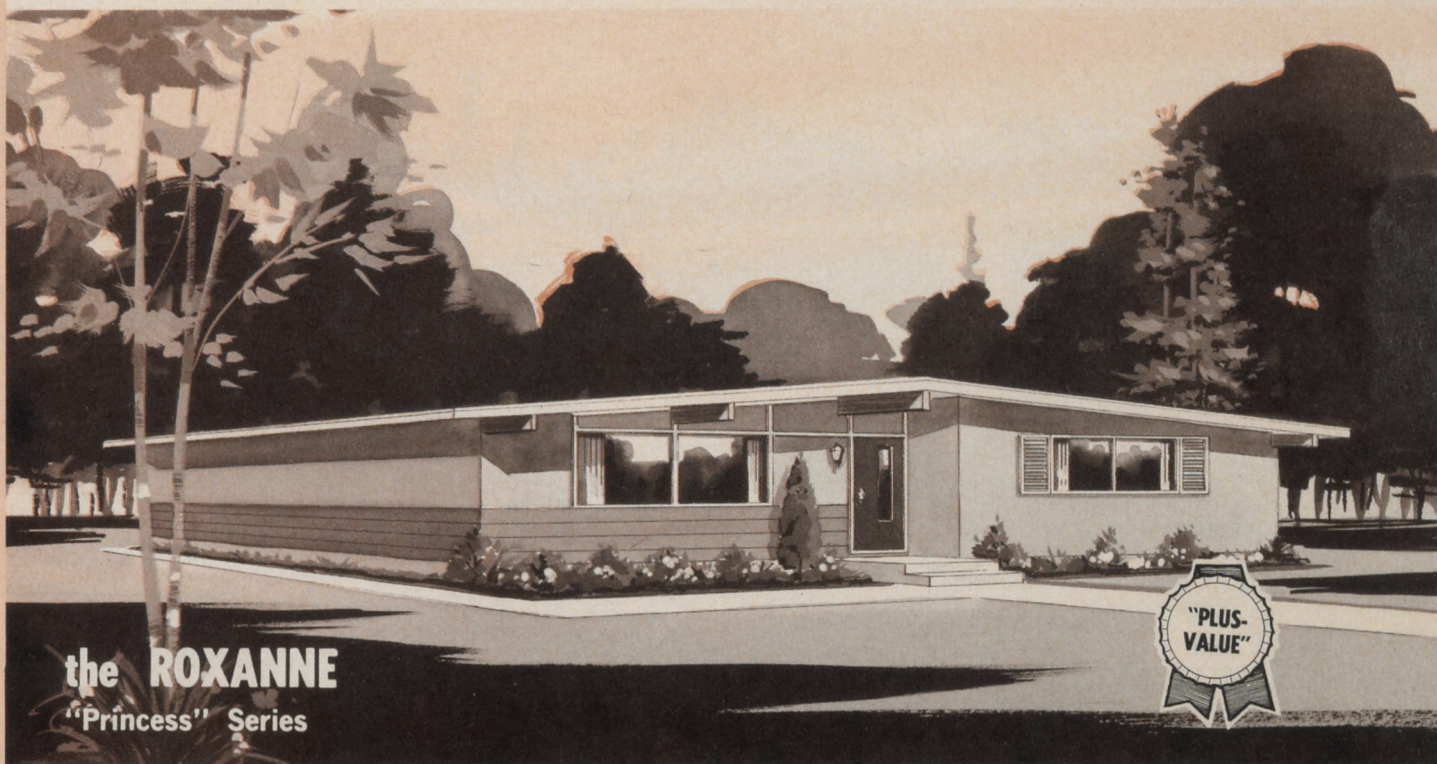
The COLLEEN offers you no compromise on your family's comfort while catering to your limited budget. Compare and you'll see that this is unparalleled value!

....this is Living



1123 sq. ft.

- 3 bedrooms
- Low-slope contemporary roof
- Open beam ceilings
- 4 piece bathroom with clothes chute and towel storage



the ROXANNE
"Princess" Series



Here is ground-hugging contemporary styling that is priced to fit the budget of almost any family planning to buy a new home.

The vaulted open beam ceilings add an unmistakable stamp of spacious sophistication to every room. When you step inside the front door, you'll find a separate front hall with coat closet. From here you can proceed directly into the graceful living and dining room, or go past the 'sleeping wing' to the vanity bath or the dream-size kitchen. Off the kitchen, of course, is McCONNELL's much-admired rear landing that leads outside or down to the high, bright basement.

Is there a ROXANNE in your future? Think it over . . . here is crisp, contemporary styling with a faultless floor plan that will testify to your fashionably modern taste while flattering your budget!

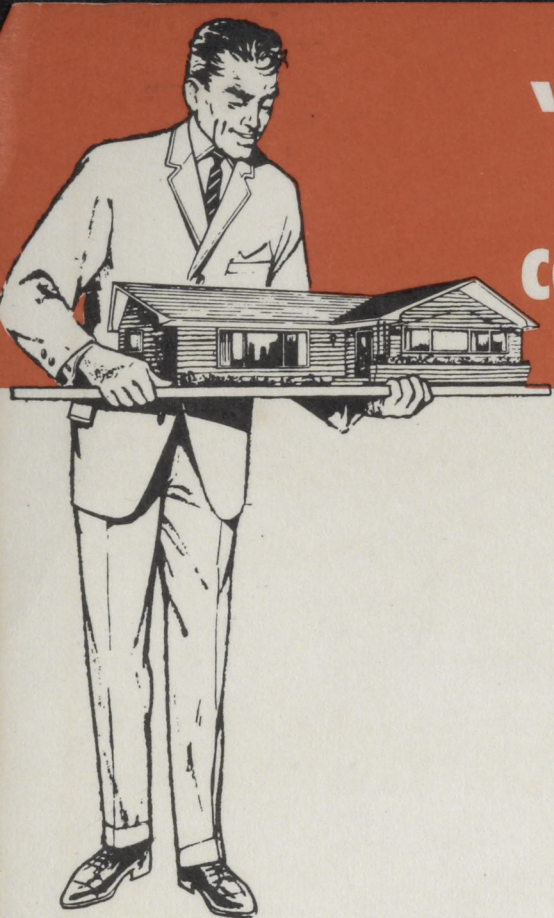
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. . . takes the time to build a BETTER HOME!

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For "plus-value" Homes in Calgary contact NU-WEST HOMES; in Lethbridge contact OUELLETTE HOMES LTD.



"PLUS-VALUE" design and construction means MORE for your family!

There is a BIG difference in homes . . . be sure you **CHECK** and **COMPARE** carefully before you make your choice.

Every McCONNELL HOME has discerning design with the accent on spaciousness, smooth central hall traffic control, separation of "living" and "sleeping" areas and exceptionally functional front and rear entries to provide a bonus of better living in every square foot. Equally important is that these superior floor plans are "quality-control" built with 3 to 4 months of one-the-site construction by McCONNELL's own skilled craftsmen who take pride in their work and take the time to do it well, using only top quality materials.

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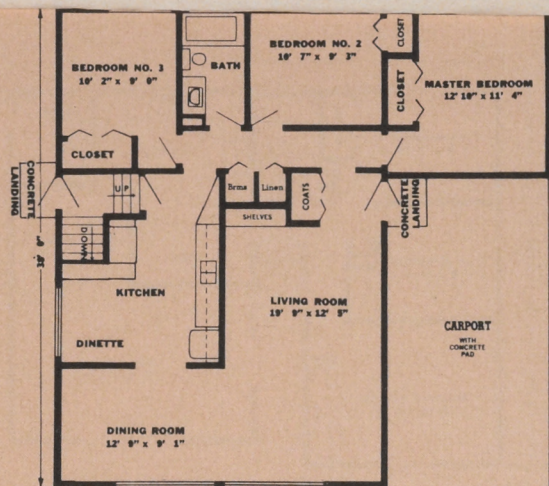
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1. Kitchens designed with the accent on spacious convenience.
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3. "Locking cupboard" provided for dangerous cleaning materials, etc.
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5. Arborite counter top; copper tile backsplash.
6. Large family eating area adjoining kitchen.
7. Easy-to-clean vinyl baseboard in kitchen and bathroom.
8. Large and functional front and rear entries.
9. Superbly complete bathrooms with many deluxe appointments including vanity, one locking drawer, at least one medicine cabinet, shower, finished shower area, high style fixtures, mechanical drains, twin soap and grabs, etc.
10. Deluxe dual trunk line forced air perimeter heating system with humidifier, automatic controls and fresh air intake.
11. Premium quality tubular steel RUSCO windows with baked enamel finish, self-storing storms and screens.
12. Sealed living room windows are TWINDOW by Canadian Pittsburgh and carries their 10 year warranty. Your choice of several picture and patterned styles on conventional roof models.
13. Generous closet and storage facilities throughout.
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29. Exterior weatherproof outlet, phone outlet, razor outlet.
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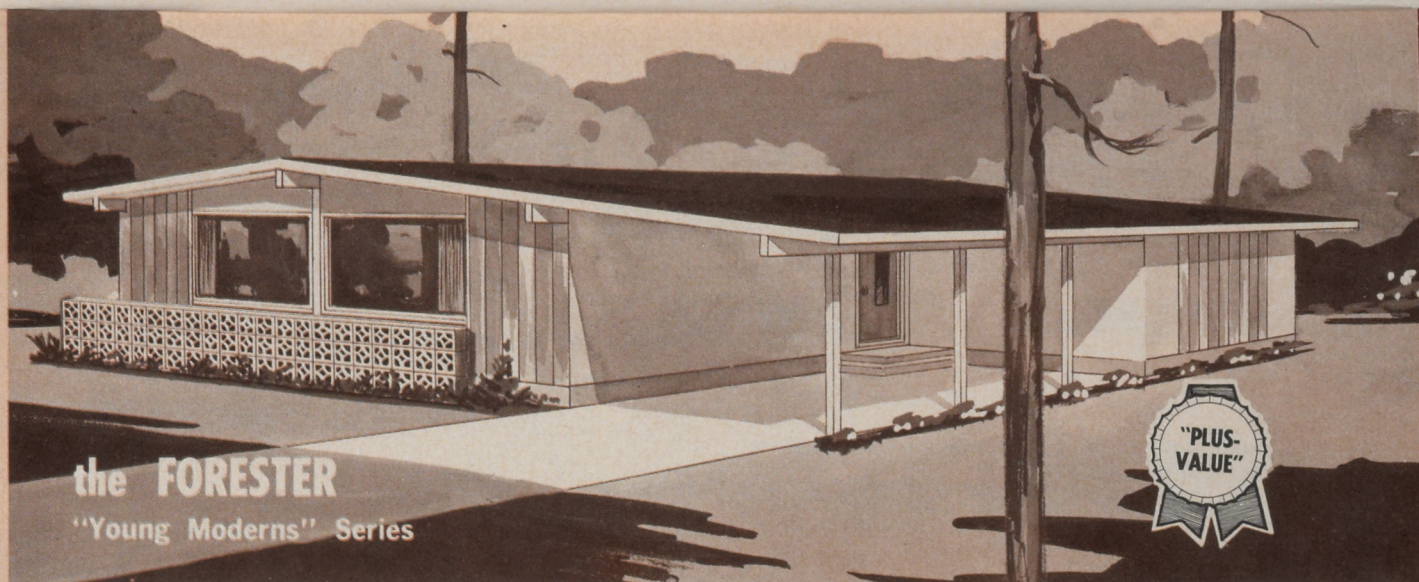
. . . continued . . . inside back cover — — ➡ ➡



1177 sq. ft.

PLUS CARPORT

- 3 bedrooms
- Glamorous low slope silhouette with open beam ceiling
- Huge L-shape front living and dining room
- Step-saver kitchen with built-in oven and range, serving counter and menu desk
- Complete with carport, concrete pad and gravelled front driveway



the FORESTER
"Young Moderns" Series

Here, at last, is a realistically priced home that has the bold distinction and zest for better, fuller living that's so important to today's trend-setting families.

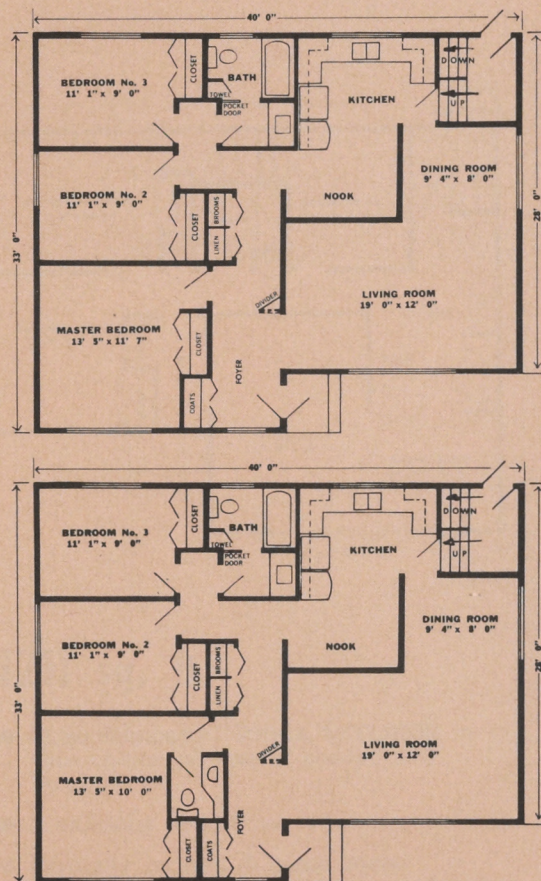
There's genuine styling excitement created by the ultra-low pitch roof and the modern sophistication of sloped ceilings throughout.

The kitchen is a study in compact efficiency proudly highlighted by a serving counter next to the nook, a menu desk and built-in range. Privacy keynotes the bedrooms—all 3 located in the 'quiet' area at the rear.

As for the carport, note that it's enclosed on 2 sides to provide not only protection for your car but also a virtual all weather outdoor living area if you wish.

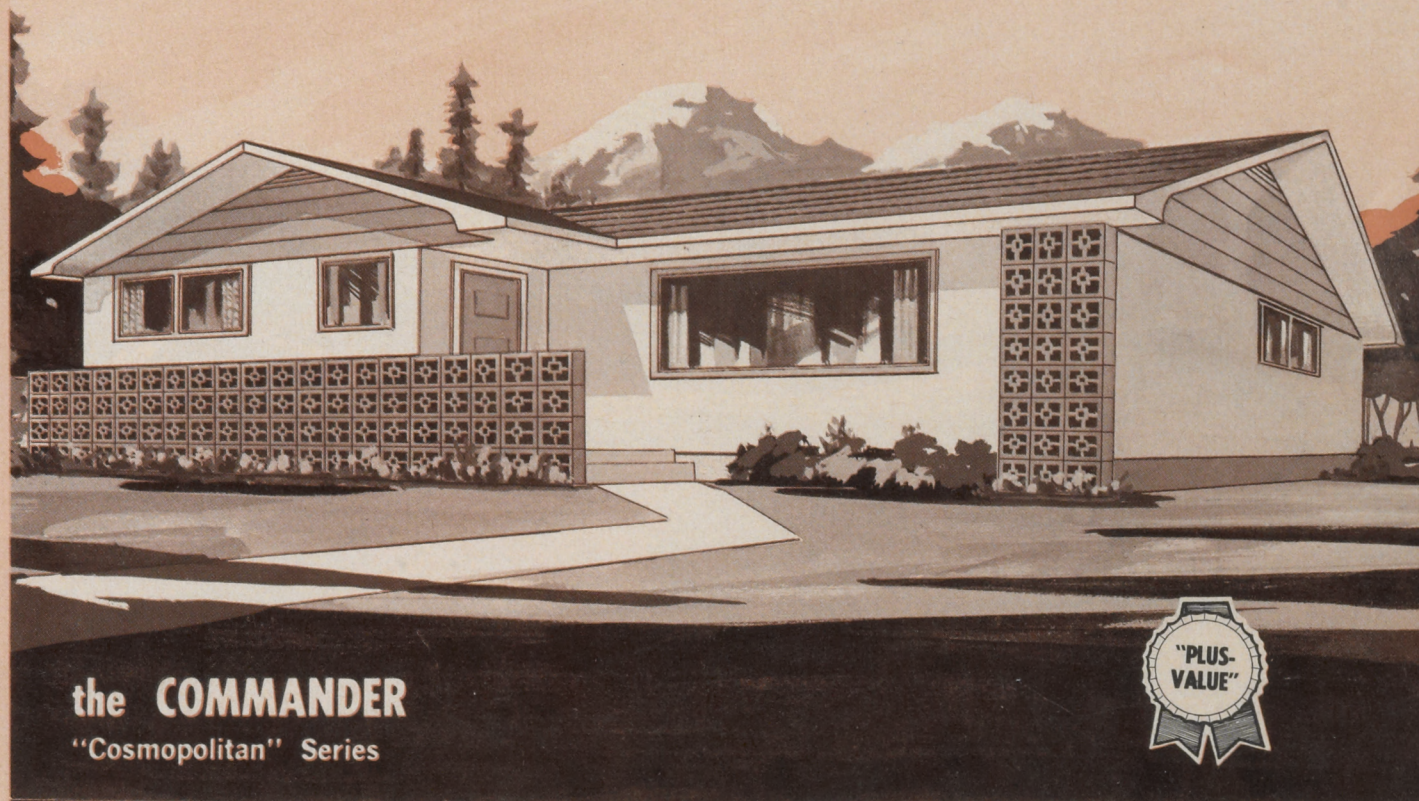
Here is forward-looking fashion crowned with the beauty of contemporary ceilings, yet priced to make ownership easily within your reach.

....this is Living



1223 sq. ft.

- 3 large bedrooms
- Gracious offset front entrance
- Available with single bath or additional powder room



the COMMANDER
"Cosmopolitan" Series

Richly endowed with quiet spoken charm . . . definitely McCONNELL . . . and definitely a superior home!

From the moment you step into the invitingly large front foyer with its distinctive windows, you'll know why this is one of Edmonton's most sought after homes. Whichever version you choose, you'll forever appreciate the added convenience of the pocket door that glides out at a touch of your finger to separate the vanity from the bathing area! The optional powder room (off the master bedroom, where you want it) is also easily accessible to your guests.

There's extra spaciousness throughout and a subtle executive air too . . . shall it be a COMMANDER for your family?

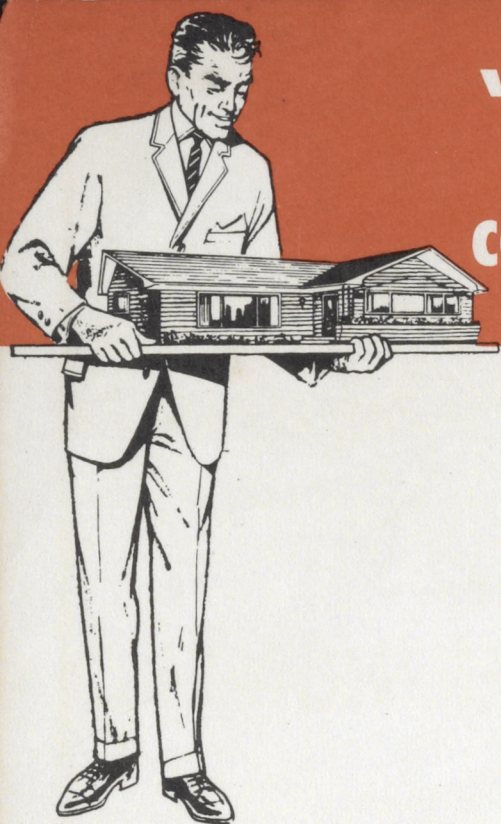
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. . . famous for QUALITY, INTEGRITY and SERVICE!

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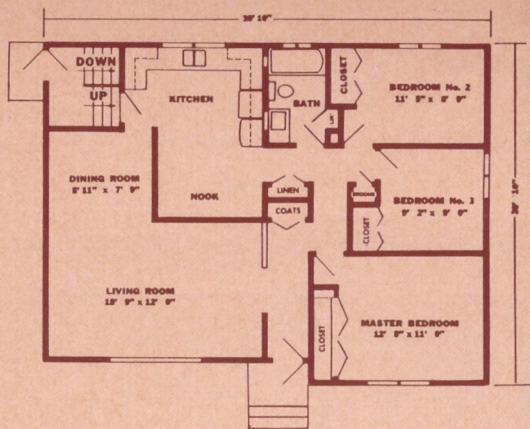
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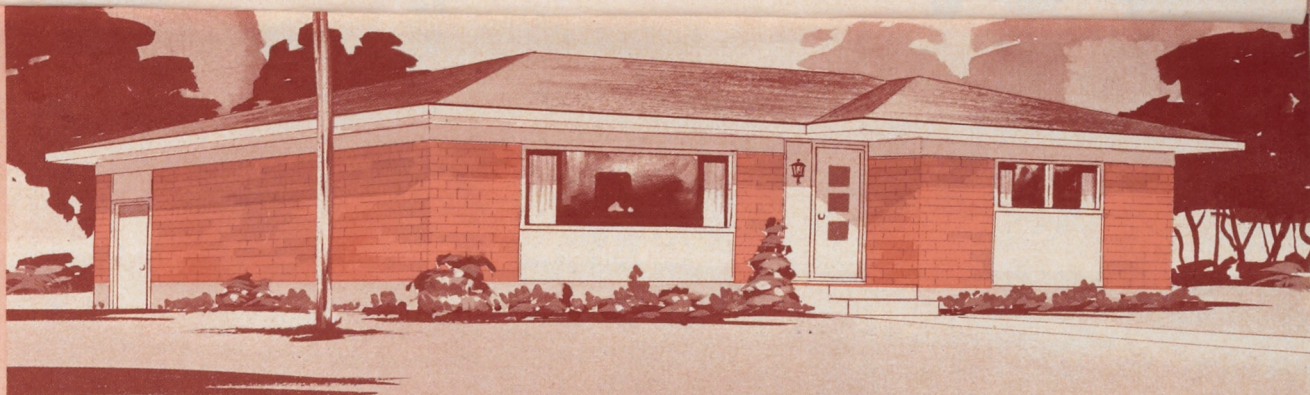
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. . . continued . . . inside back cover — — ➡ ➡



1180 sq. ft.

- **BRICK EXTERIOR**—with your choice from several colors and textures
- **3 bedrooms** in their own private sleeping wing
- **Dream-size McConnell kitchen** with built-in oven and range
- **Distinctive "Low-Silhouette"** exterior styling



the BERKELY

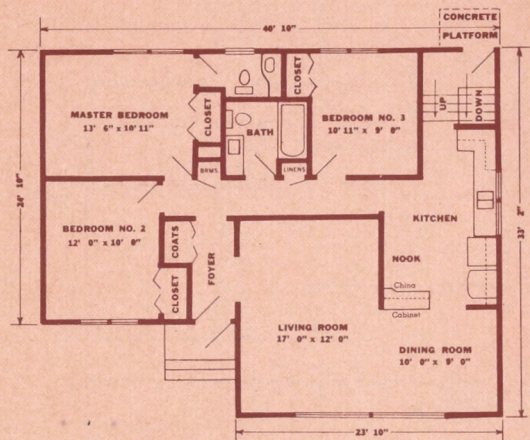
"Redcliff" Series



Warm . . . friendly . . . classic design! You'll particularly like the abundance of closet and storage space . . . as exemplified by the huge linen closet—the towel storage and clothes chute in the bathroom — and the shelves incorporated into the 7 foot wide master bedroom closet.

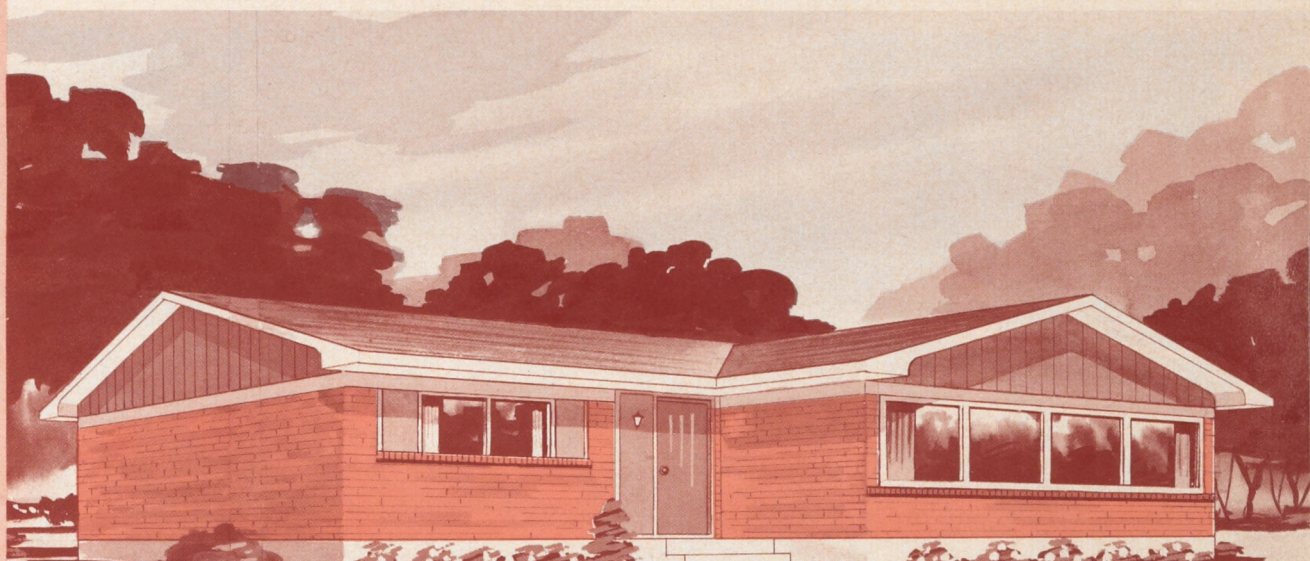
If you have long wanted the special charm and mellowing elegance of brick; if you appreciate low upkeep; if you insist on an exceptionally practical interior layout, then the BERKELY is for you!

....this is Living



1211 sq. ft.

- **"Low-Silhouette" BRICK EXTERIOR** in your choice of several shades and textures
- **3 spacious bedrooms**
- **Centrally located 4 piece main bathroom** plus a private 2 piece powder room off the master bedroom
- **Step-saver kitchen** with built-in oven and range
- **Built-in menu desk and china cabinet** with pass-through between kitchen and dining room



the BEAUMONT

"Redcliff" Series



If your dream home calls for brick . . . a layout bristling with functional fashion as new as tomorrow . . . bath and a half, then look no further, you've found it in the BEAUMONT. Here is timeless beauty that your family will cherish!

Everywhere you look you will find thoughtful features, such as the menu desk, china cabinet and pass-through, that will constantly remind you of the wisdom of your choice.

Included in the many front window styles available is the panorama shown here for the living and dining room. Why wait! Chances are the BEAUMONT will fit your family and flatter your budget!

....this is Living



. . . Superior DUAL TRUNK FURNACE in every model!

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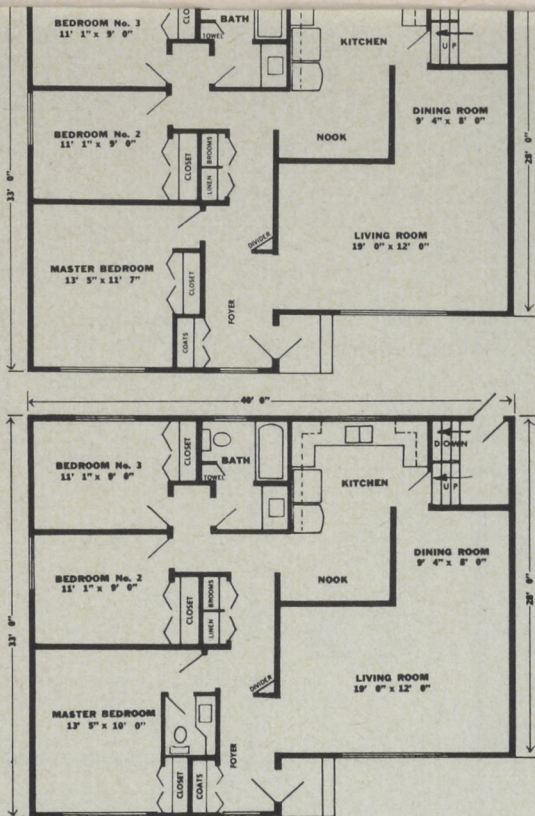
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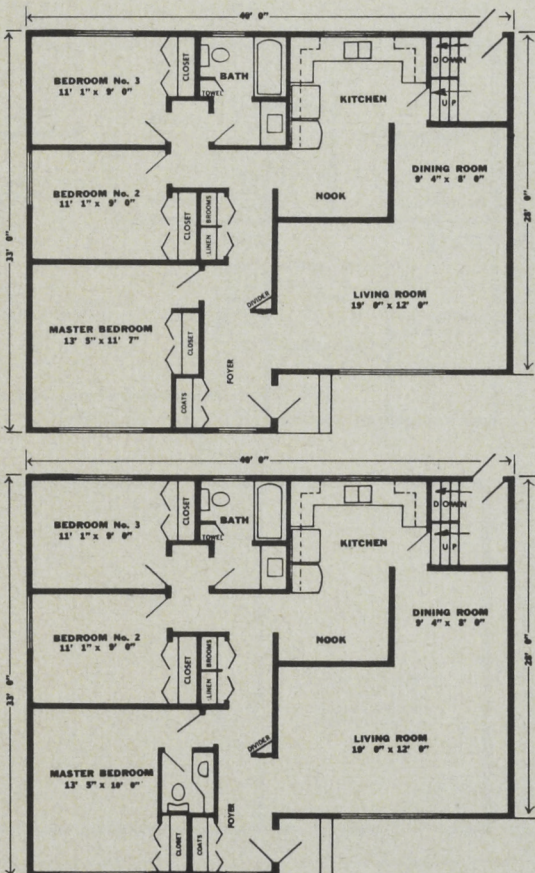
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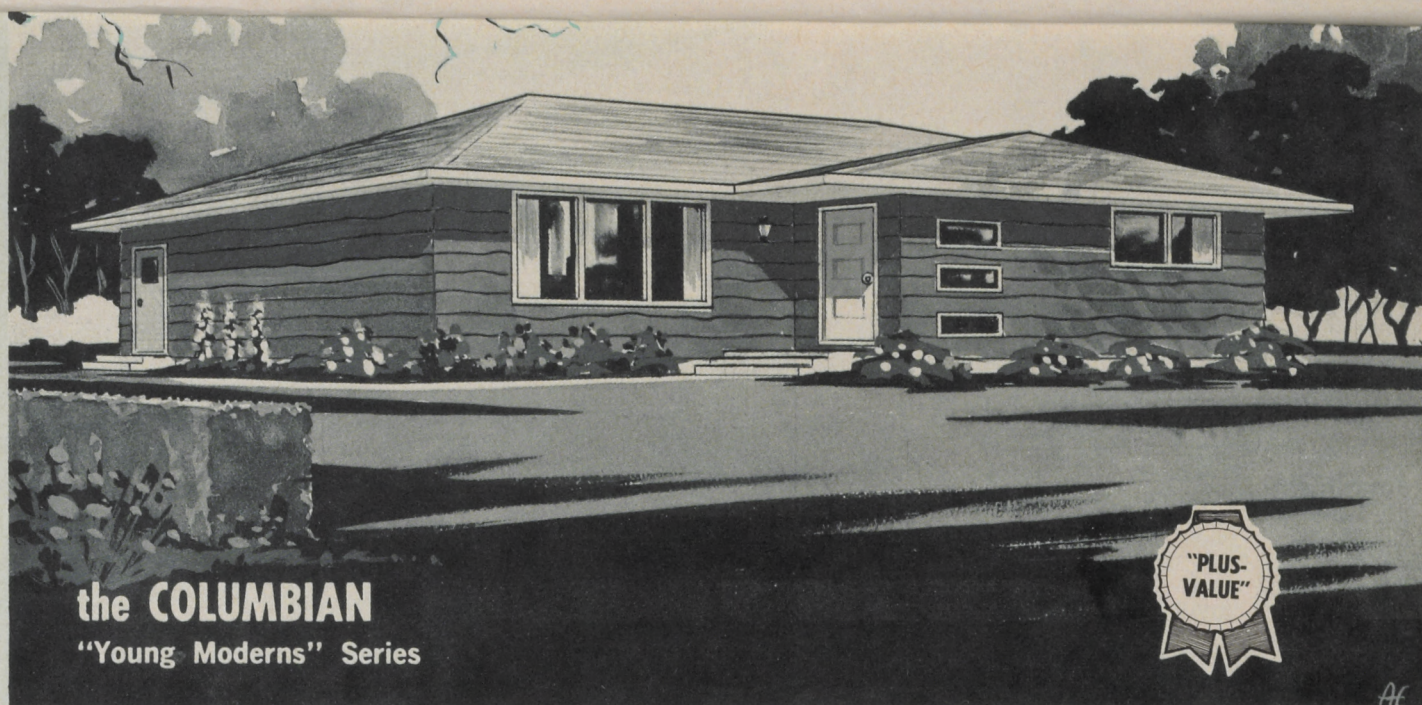
1223 sq. ft.

- 3 large bedrooms
- Available with single bath or with additional powder room
- Extra large front entrance foyer



1223 sq. ft.

- 3 spacious bedrooms
- Contemporary open beam roof
- Optional bath and a half



the COLUMBIAN
"Young Moderns" Series

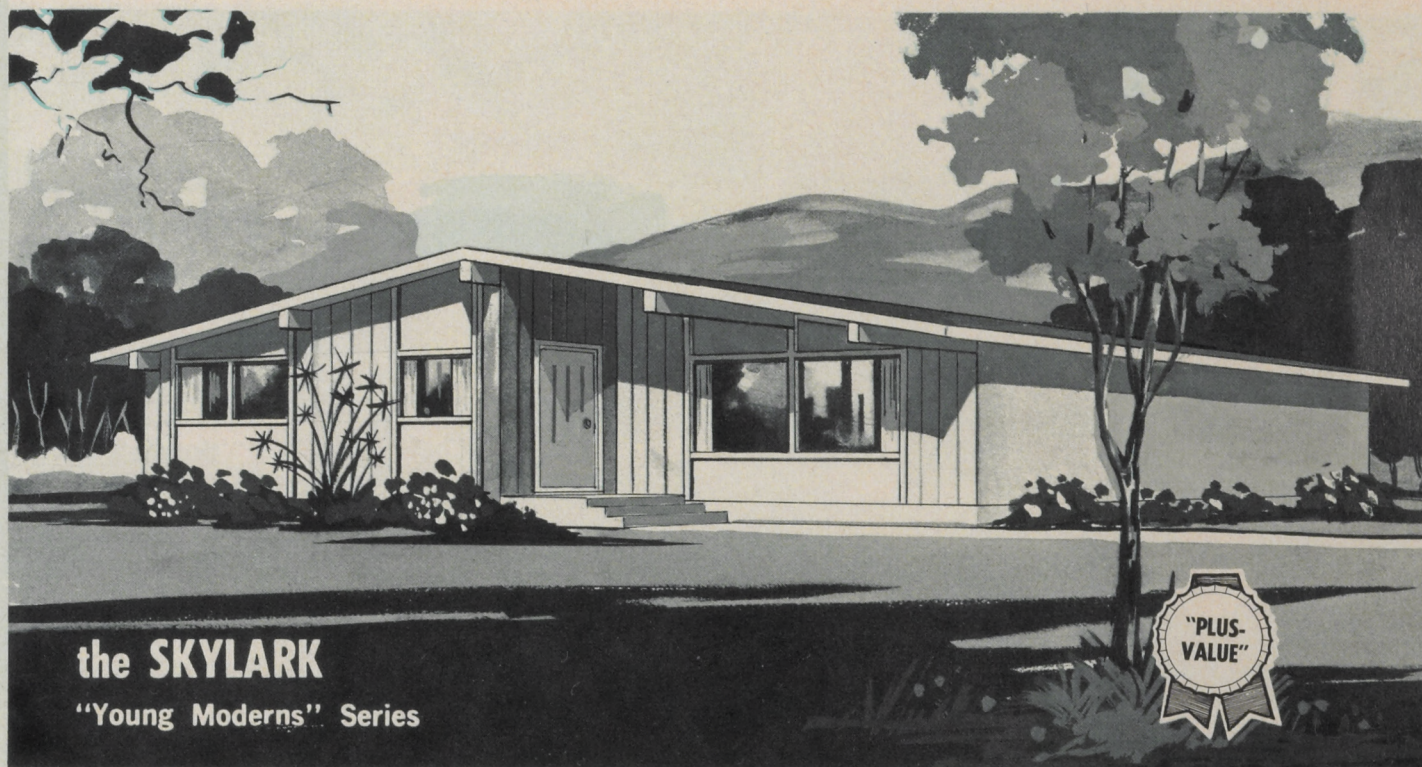
The COLUMBIAN is truly a big home in all respects!

The front and rear entrances are large and functional . . . the L-shape living and dining room has space-to-spare and lots of wall area . . . the kitchen (with built-in range) is equally roomy and features the generous furniture-finish cupboards and family eating area that have become renowned McConnell trademarks.

The bedrooms, too, offer space for uncrowded arrangement of furnishings and their location ensures your privacy. If you choose the optional powder room, you'll find it's also handy for your guests.

The COLUMBIAN — size, quality and distinction at a very popular price!

....this is Living



the SKYLARK
"Young Moderns" Series

The SKYLARK brims with high fashion excitement without sacrificing the good design principles that mean so much to the contentment you want for your family.

Picture yourself driving home to the bold sweep of the low-pitched exterior . . . approaching the offset front door that's accented and protected by the large open beam overhang . . . enjoying the extra spaciousness in every room. Whichever variation you choose, it's just as fashionably handsome inside as out, the SKYLARK is an outstanding contemporary home with finishing touches and youthful styling that will lift the spirits of your family for a long time to come.

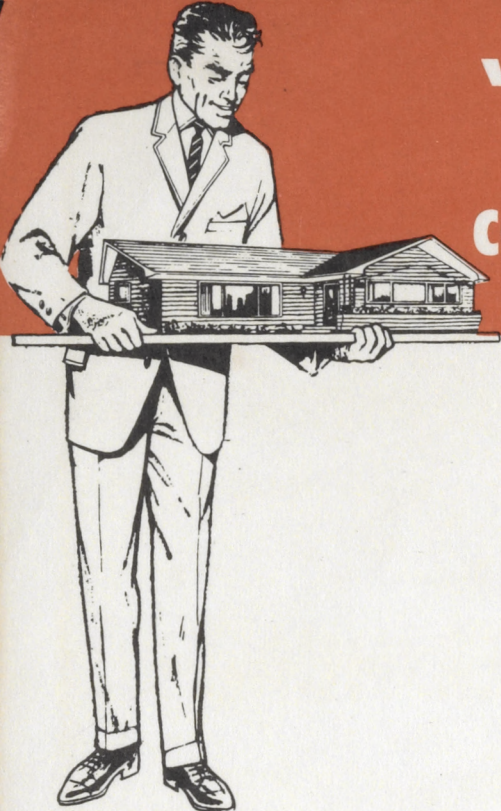
....this is Living



. . . "plus-value" Homes for PARTICULAR PEOPLE!

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"PLUS-VALUE" design and construction means MORE for your family!

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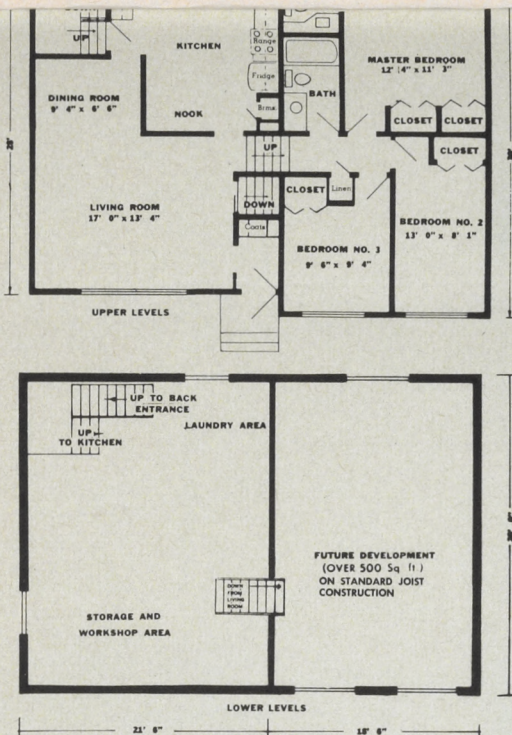
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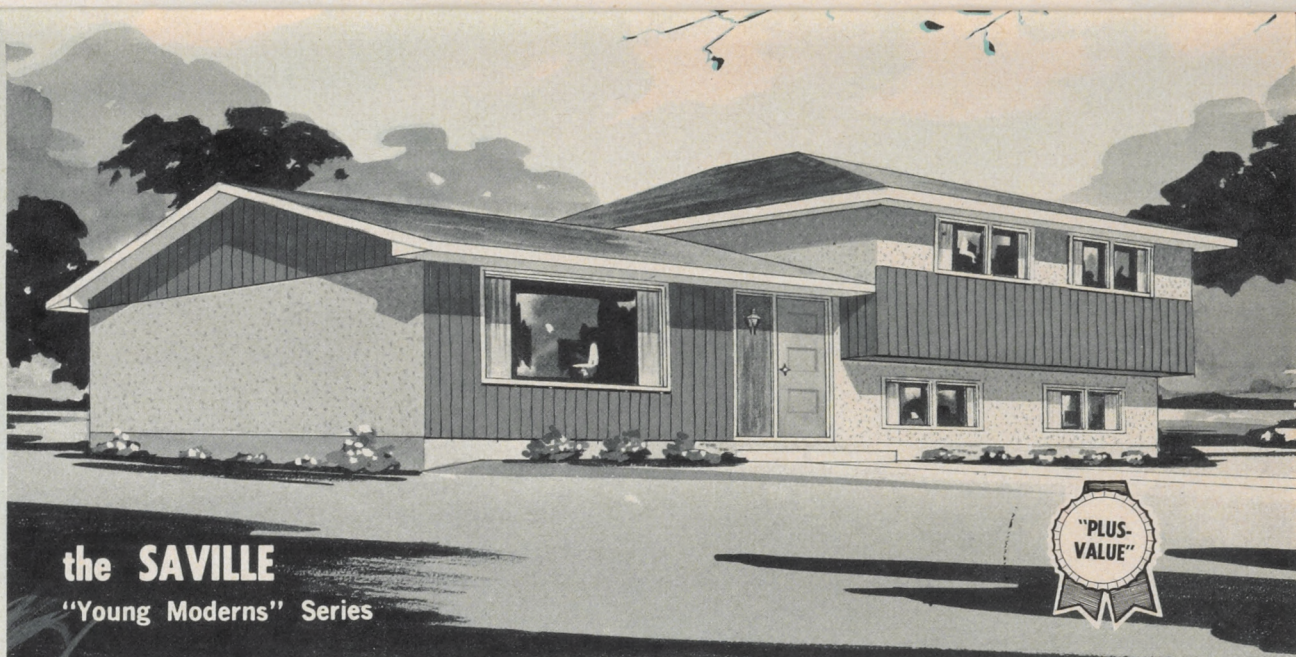
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8. Large and functional front and rear entries.
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1157 sq. ft.

- 4 level split-level
- Future rumpus room area of over 500 sq. ft. on standard joist construction
- 3 bedrooms—4 piece main bath and a 2 piece powder room



the SAVILLE
"Young Moderns" Series

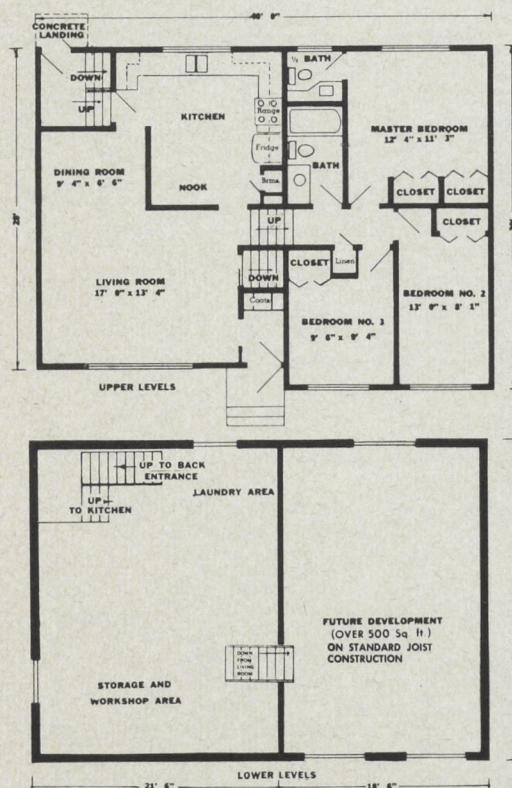
Looking for split-level living with emphasis on functional planning and the potential to grow with your family and your finances? Then the SAVILLE is for you.

The 3rd level, encompassing the L-shape living and dining room, extra large family kitchen and McCONNELL rear landing, is superbly dramatized by vaulted ceilings. A few steps up is the private bedroom level with a lavish full bathroom plus a private powder room for the master bedroom.

Your future expansion, be it for additional bedrooms, or rumpus room, or both, is economically promised by the 2nd level—it's full height, has large windows and contains over 500 sq. ft. on the comfort of a wooden sub-floor. In addition to all this, there's a separate basement level too!

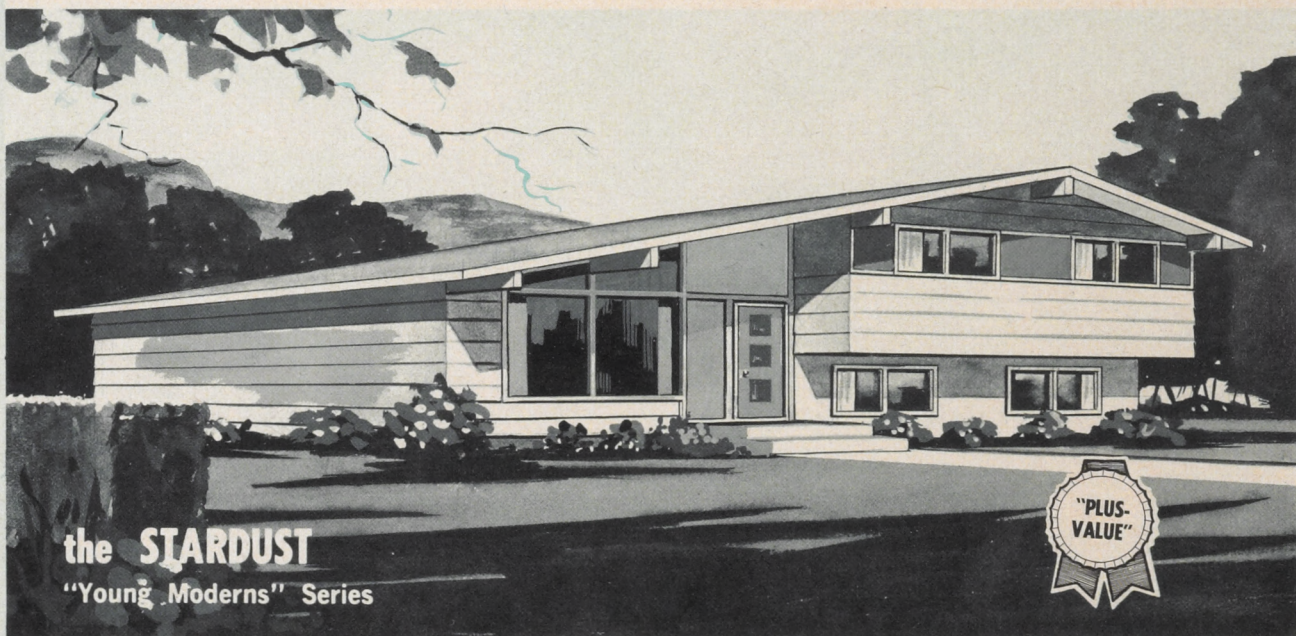
The SAVILLE could be a very wise choice for you because the finished area will easily fill the needs of your family today, and it's planned to readily expand for your future requirements.

....this is Living



1157 sq. ft.

- 4 level split-level
- Contemporary open beam roof with cathedral windows
- 3 bedrooms—4 piece main bath plus 2 piece powder room



the STARDUST
"Young Moderns" Series

This is already one of Edmonton's most admired and talked about homes because it is split-level living that will stay new-looking for years. With the dramatic effect of the low pitched exterior silhouette, the glamorous open beam ceilings, the cathedral windows and the dream sized kitchen with cupboards galore, the STARDUST is probably the most freedom-loving 1157 sq. ft. of home you have ever seen (most people think it is much larger).

The most important "bonus feature" is the future development area on the 2nd level providing over 500 bright sq. ft. that you can quickly and economically finish into an extra large rumpus room, additional bedrooms or whatever. Please observe that this 2nd level is not a basement level—it has wood sub floor on joists and large windows just as the two upper levels. The lower or basement level (for storage, heating, laundry and workshop) is reached by the McCONNELL rear landing, and is completely separate (as it should be) from the rest of the home.

Will you treat your family to the proud pleasures of owning a STARDUST?

....this is Living



... takes the time to build a BETTER HOME!

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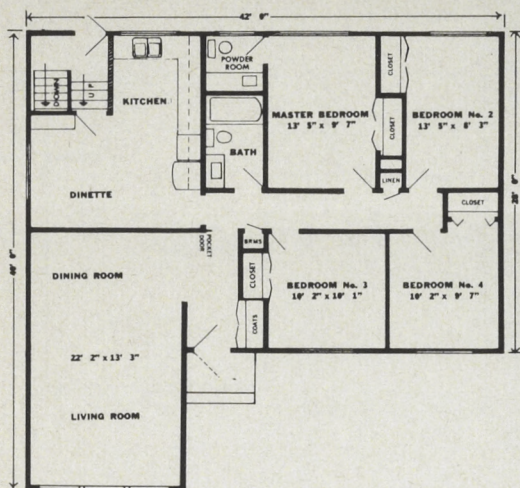
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1344 sq. ft.

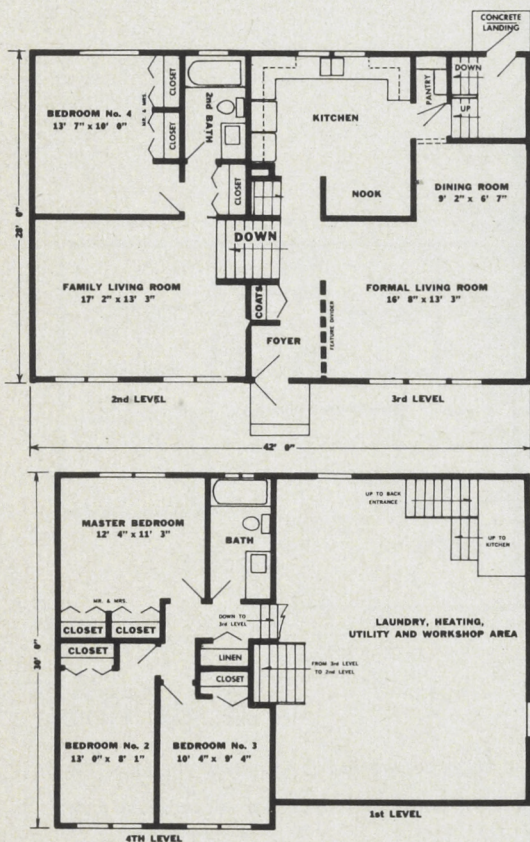
- 4 family-sized bedrooms
- 4 piece main bathroom and 2 piece powder room
- Extra-convenient L-shape kitchen with built-in oven and range, menu desk and its own eating area
- Striking L-shape exterior with protected front entrance



1344 wonderful sq. ft. with a sweeping 42' of width . . . designed for your larger family.

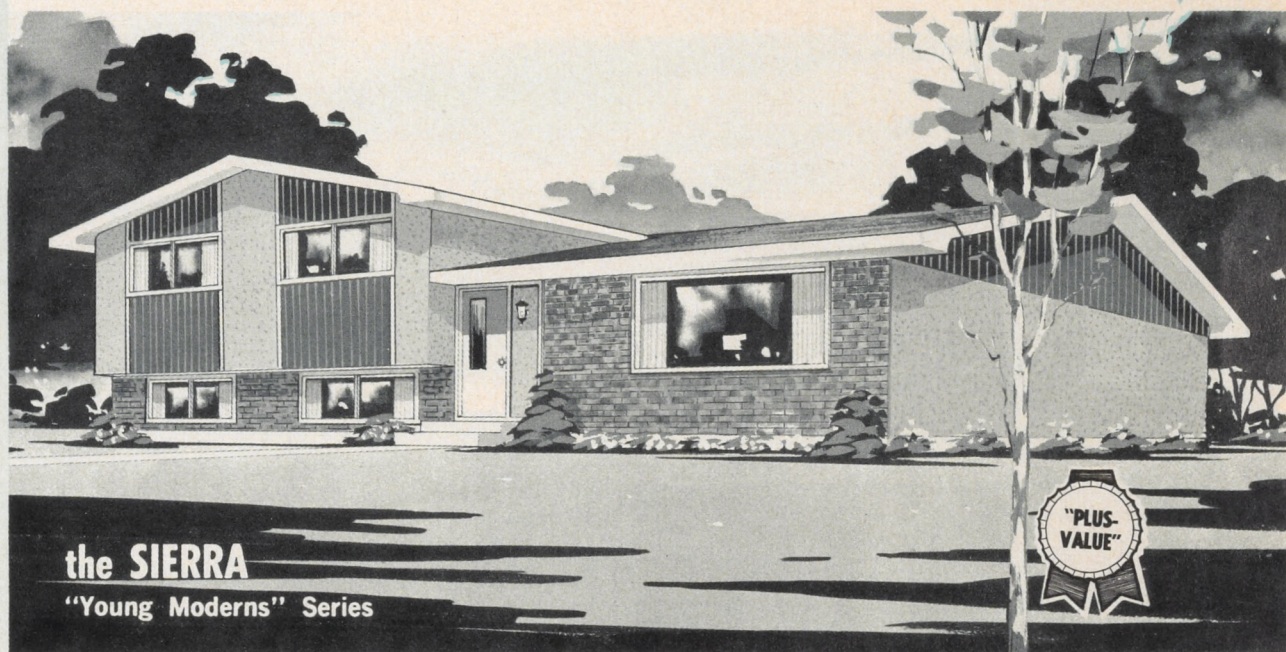
The value here is exceptional—all new styling—4 full-sized bedrooms—large straight-through living and dining room that permits almost unlimited versatility in furniture arrangements. The step-saving kitchen is refreshing in concept and complete with menu desk and built-in oven and range. And wait 'til you see the basement . . . a huge L-shape that's loaded with potential for future development.

Plan now to move your larger or more active family up to an AMBASSADOR . . . it's designed and built for a lifetime of VALUE and FAMILY CONTENTMENT!



1731 sq. ft.

- 4 level split-level
- 2 complete 4 piece bathrooms
- Both a formal and a family living room



Most striking of the host of important innovations in the SIERRA is the terraced living room that's divided into a formal living room (complete with dining "L") and a separate family living room. Notice too, that 3 of the bedrooms are grouped on the 4th level with one bathroom . . . and the 4th bedroom is located on the 2nd level adjacent to the other full bathroom; this 4th bedroom is master size and may be used as a private master bedroom or as a guest room. There's no worry about comfort either; the 2nd level is on standard joist construction with the heat ducts running underneath.

The sparkling kitchen has an extra bonus too—a combination pantry and broom closet, while the entire 3rd level is graciously accented by vaulted ceilings. Even the clothes chute is something special because there's access to it from both bedroom levels.

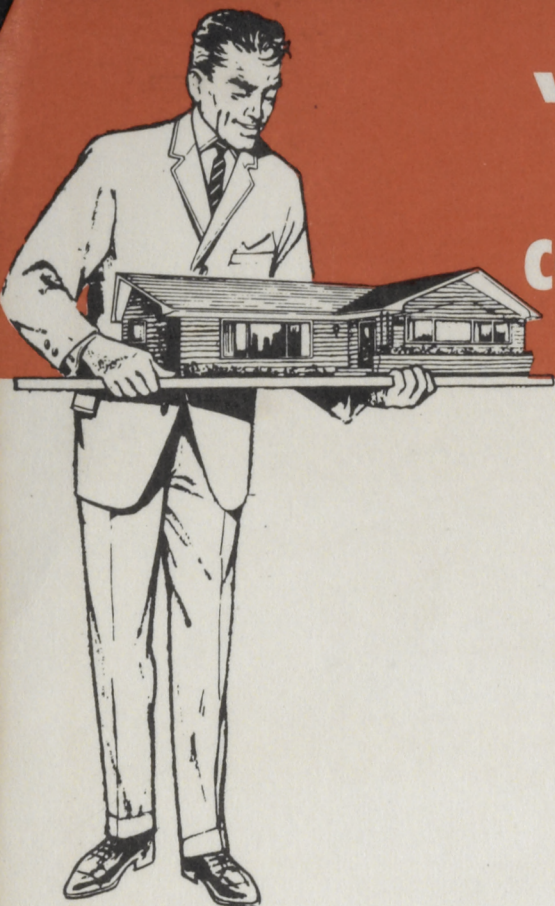
In all, 1731 finished sq. ft. plus a separate level for heating, laundry, storage and workshop. Where else could you find such a wonderfully complete space-to-spare home at a price within the reach of so many families!



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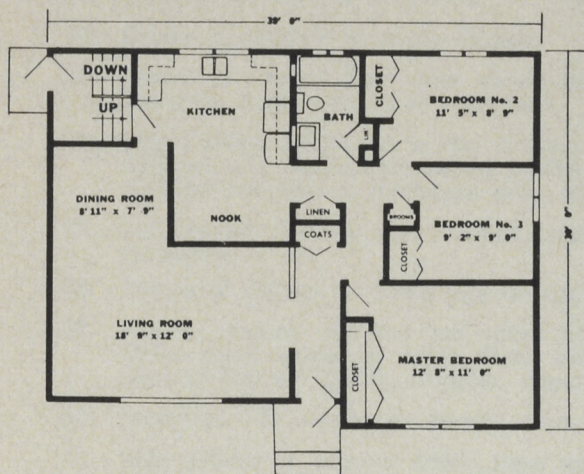
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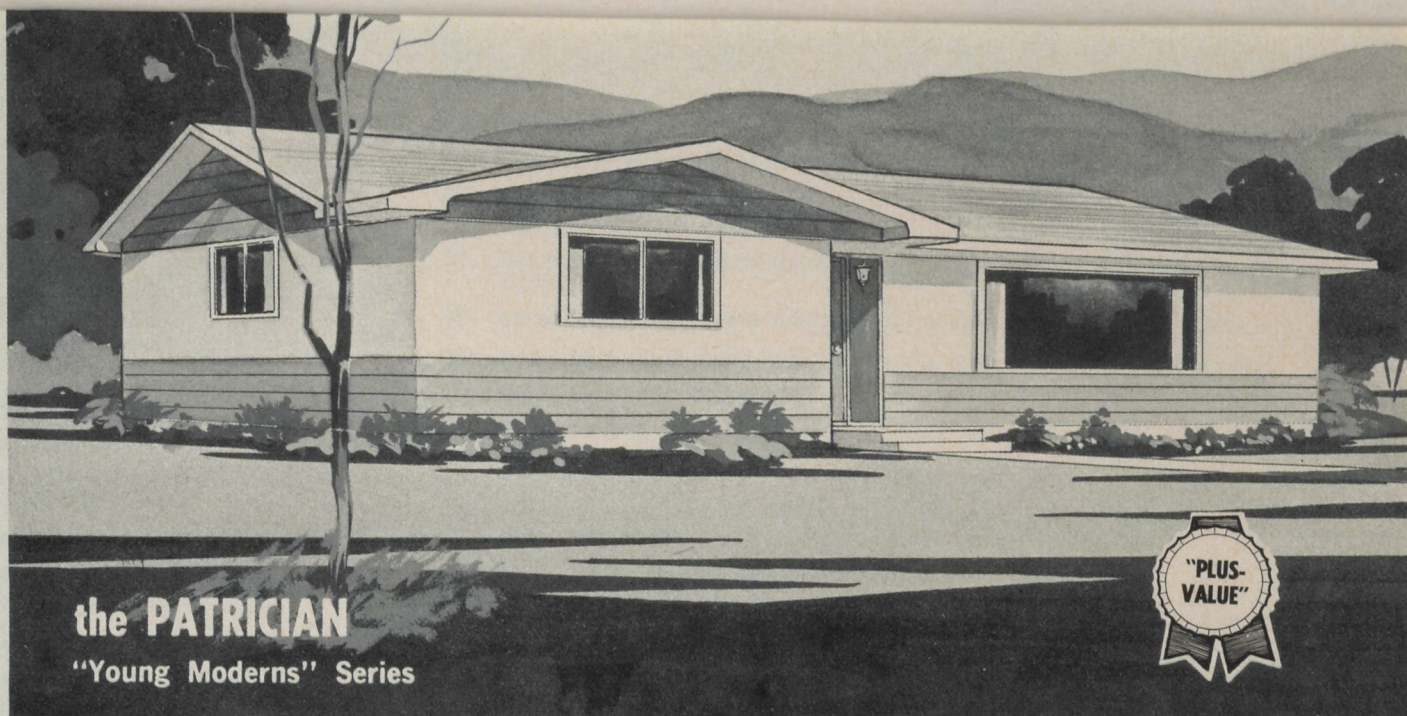
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... continued. . . inside back cover —▶▶



1123 sq. ft.

- 3 bedrooms
- Large L-shape living and dining room
- Luxuriously appointed 4 piece bathroom with clothes chute
- Built-in oven and range in the family-size kitchen
- Your choice from 3 roof styles— two gable, three gable (shown here) or cottage



the PATRICIAN
"Young Moderns" Series



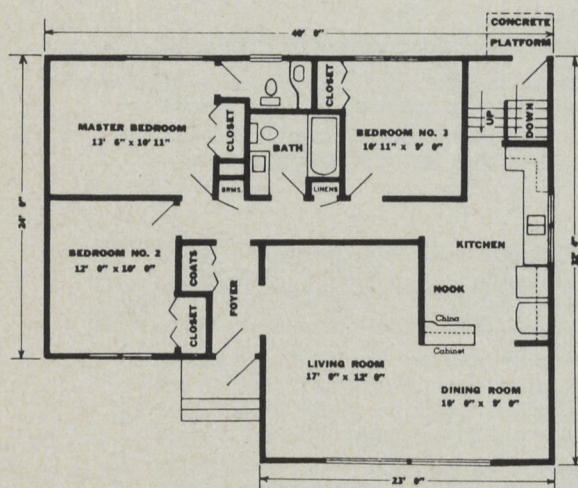
The PATRICIAN has been planned and priced for budget-minded "Young Moderns" who insist on the better design features that McConnell is famous for.

The large, impressive L-shape living and dining room has lots of wall space making possible many delightful furniture arrangements. The kitchen is 'McConnell spacious' too, while the 3 bedrooms are separated from the living areas by the central hall that so effectively controls traffic.

Closet and storage space is NO problem either! There is much more than you'd expect in a home this size (take a look at the master bedroom closet for example; 7 feet wide and complete with shelves).

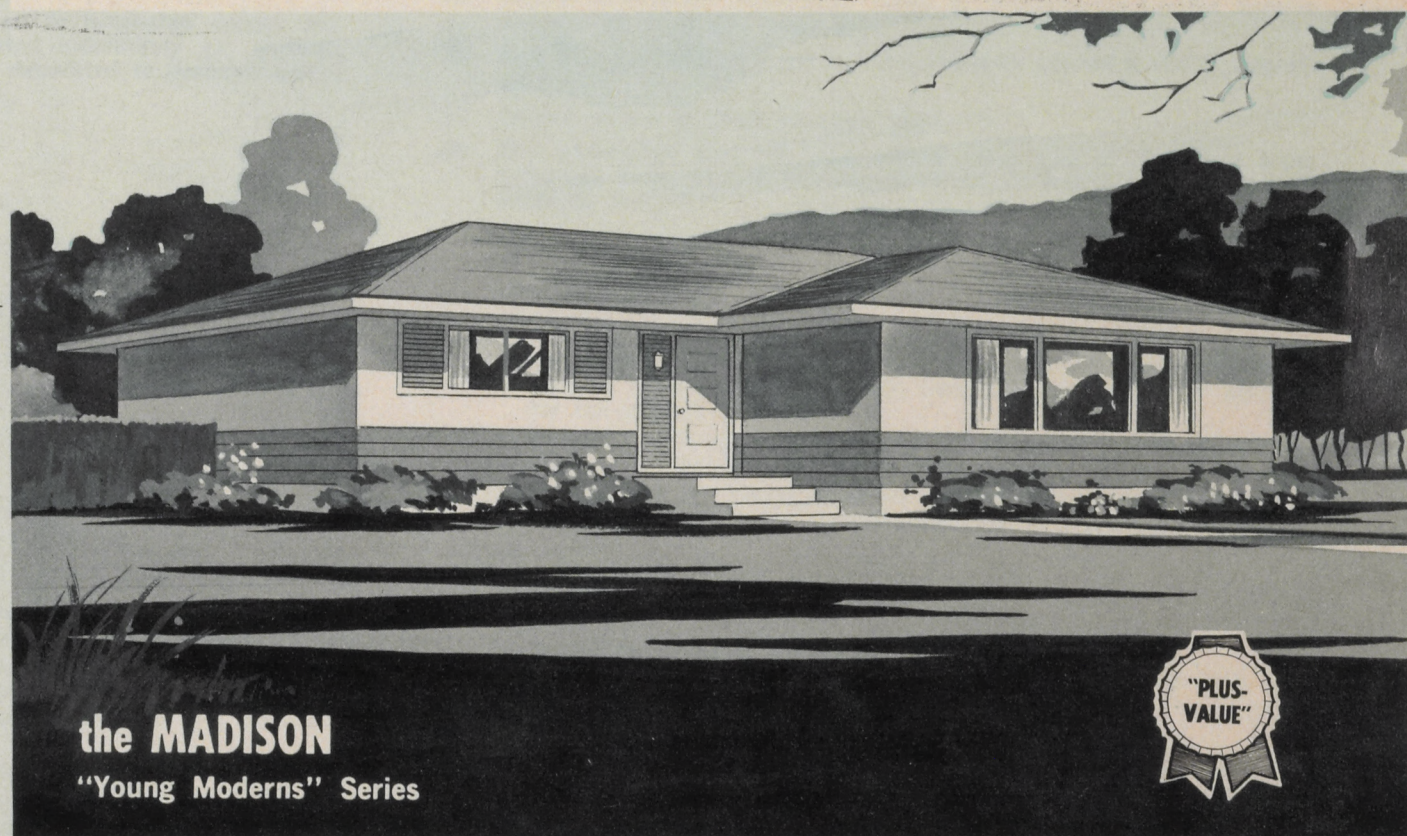
The PATRICIAN has much to offer your family!

....this is Living



1151 sq. ft.

- Decidedly different 3 bedroom design
- 4 piece main bath plus additional 2 piece powder room
- Step-saver kitchen complete with pass-through and its own eating area



the MADISON
"Young Moderns" Series



The MADISON is especially for those who want fresh, new design coupled with the permanent convenience of a bath and a half. There is so much for you to enjoy . . . large L-shape living and dining room (and both at the front) . . . built-in oven and range . . . menu desk . . . clothes chute . . . private powder room in master bedroom . . . stylish china cabinet and pass-through!

The MADISON offers you down to earth luxury and lasting satisfaction at a price that means blue-chip value for your family! No wonder it has rapidly become a best-seller.

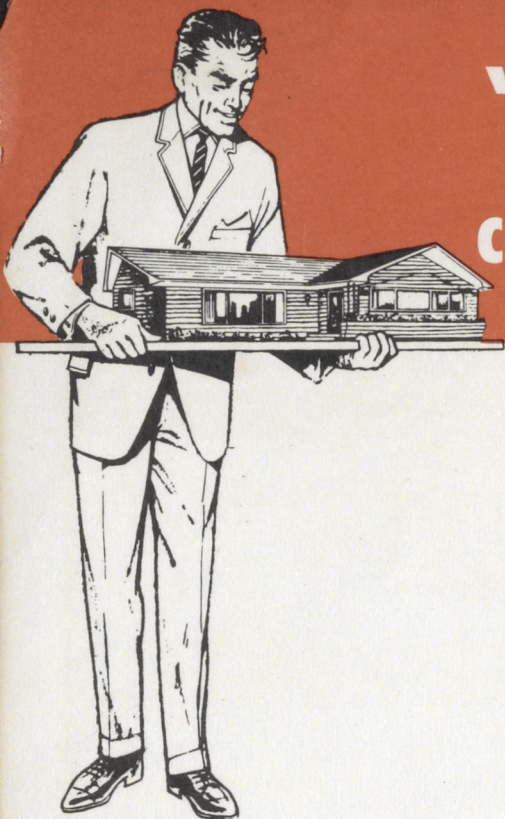
....this is Living



. . . takes the time to build a BETTER HOME!

5530 - 111th Street — EDMONTON — Phone 434-3417

For "plus-value" Homes in Calgary contact NU-WEST HOMES; in Lethbridge contact OUELLETTE HOMES LTD.



"PLUS-VALUE" design and construction means MORE for your family!

There is a BIG difference in homes . . . be sure you CHECK and COMPARE carefully before you make your choice.

Every McCONNELL HOME has discerning design with the accent on spaciousness, smooth central hall traffic control, separation of "living" and "sleeping" areas and exceptionally functional front and rear entries to provide a bonus of better living in every square foot. Equally important is that these superior floor plans are "quality-control" built with 3 to 4 months of one-the-site construction by McCONNELL's own skilled craftsmen who take pride in their work and take the time to do it well, using only top quality materials.

Usually all new homes look good (and they should because they are new), but you should take the time to look a little deeper before you choose your builder and model. Stop and think . . . are the construction, materials and finishing such that when the "newness" wears off, your satisfaction, comfort and family contentment will still remain? Is the design such that it will complement your family's mode of living? For example, is the rear entrance, the most used access to your home, designed accordingly or will it be a source of congestion, drafts, tracking of mud and snow, etc.? Are the stairs to the basement enclosed for the safety of your youngsters? Is there provision for 'locking storage' for poisonous cleaning materials, etc.? Will you be lugging dirty clothes to the washing area—or is a chute provided?

These are just a few of the points for you to consider before you decide on your new home; each is relatively minor but in total they help spell "livability". This is an important decision and a big investment, and just how good your investment is depends on how carefully you consider all the significant factors in relation to your family.

VALUE is a much abused term usually used in reference to price. There is no magic formula for offering a better home at a comparable or lower price. Better materials, better workmanship and more space all cost more than their lesser counterparts. McCONNELL's reputation for better homes on a dollar-for-dollar basis results from several facts (not myths or hopes):

- (1) Good, realistic design need not necessarily be expensive.
- (2) A professional organization that is geared to build generally larger than average homes can do so for less cost per sq. ft.
- (3) Joint buying power with affiliated companies in Calgary (NU-WEST HOMES) and Lethbridge (QUELETTE HOMES LTD.) means lower costs with savings passed on to purchasers.
- (4) Financial stability and cash buying power: McCONNELL HOMES LTD. pays their accounts in full every month (and you'd be surprised how few others do!) This means lower initial prices from suppliers and sub-trades and maximum payment discounts. These savings too are reflected in the price of McCONNELL HOMES.
- (5) Firm one-price policy: There is no inflated cushion to allow for "dealing" or expensive trade-in deals; as you can appreciate, this means a lower price across the board.
- (6) Sold only by direct McCONNELL representatives: This means a saving to you on the normal high Real Estate Commission. You will also find it both

reassuring and pleasant to deal with a fully qualified person who is genuinely interested in your family's requirements.

- (7) Advanced volume buying of land enables McCONNELL HOMES LTD. to offer choice residential lots in better new communities at consistently lower prices than current market value.
- (8) "After Sale Service": This should also be considered when you are assessing VALUE. With the hundreds of components in a new home, it is inevitable that some minor adjustments and perhaps even repairs will be required during the first months of your occupancy. McCONNELL, in addition to a WRITTEN WARRANTY, has a trained Service Dept. that makes scheduled inspections during the first year after you move in.
- (9) The Builder's Record of Re-Sale Value: Re-Sale performance also offers a valid yardstick for judging VALUE by indicating how well a home stands the test of time. McCONNELL HOMES enjoy an enviable reputation for exceptional re-sale value. You will particularly appreciate this should you ever have to move.

We are proud of our homes and what goes into them. We are proud of the reputation we've earned from 14 years of business in Edmonton. Why don't you ask around about us—the more you know about McCONNELL HOMES, the easier it will be for you to not just think, or feel but to know that "plus-value" design and construction offers you unsurpassed family contentment and VALUE in the fullest sense.

COMPARE size, design, materials, construction, finishing and service . . . and you will realize why "plus-value" McCONNELL HOMES offer you and your family MUCH MORE.

TAKING QUALITY and SERVICE for GRANTED COULD BE THE MOST EXPENSIVE MISTAKE OF YOUR LIFE!

Use the following check list of McCONNELL features to help you make your choice. You will find McCONNELL beauty is more than skin-deep!

1. Kitchens designed with the accent on spacious convenience.
2. Rich, warm "furniture-finish" kitchen cupboards (your choice of shade) with an abundance of storage and counter area. Magnetic catches; dovetailed drawers; nylon drawer glides.
3. "Locking cupboard" provided for dangerous cleaning materials, etc.
4. Stainless steel sink with single lever Delta faucet.
5. Arborite counter top; copper tile backsplash.
6. Large family eating area adjoining kitchen.
7. Easy-to-clean vinyl baseboard in kitchen and bathroom.
8. Large and functional front and rear entries.
9. Superbly complete bathrooms with many deluxe appointments including vanity, one locking drawer, at least one medicine cabinet, shower, finished shower area, high style fixtures, mechanical drains, twin soap and grabs, etc.
10. Deluxe dual trunk line forced air perimeter heating system with humidifier, automatic controls and fresh air intake.
11. Premium quality tubular steel RUSCO windows with baked enamel finish, self-storing storms and screens.
12. Sealed living room windows are TWINDOW by Canadian Pittsburgh and carries their 10 year warranty. Your choice of several picture and patterned styles on conventional roof models.
13. Generous closet and storage facilities throughout.
14. Metal closet rods; rods in Bedrooms No. 2 and No. 3 are adjustable as to height (set them so a child can reach if you wish).
15. Large coat closet located close to front door.
16. Recess for rubbers, hat-rack and 2 sets of coat hangers (1 at "child-height") at rear entry (most models).
17. Clothes chute included in most models.
18. Burglar-proof milk chute.
19. Rich mahogany closet and passage doors with exclusive McConnell finish.
20. Solid core (for strength and weather-resistance) front door is extra wide.
21. Sturdy and "quiet" wooden storm doors front and back with extra large window and screen.
22. Oak hardwood door sills for permanence and beauty.
23. All doors hung with 3 hinges for lasting smoothness of operation.
24. Door hardware is deluxe by Weiser with their lifetime guarantee.
25. Superior electrical includes fashionable light fixtures, bulbs, chimes and a minimum of 2 separate wiring circuits in kitchen.
26. 100 amp service; large main electrical panel has circuit breakers and provides for future development.
27. Silent rocker-type switches; placed at "hand-height" for your convenience.
28. Plenty of wall outlets; placed horizontally to minimize 'groping'.
29. Exterior weatherproof outlet, phone outlet, razor outlet.
30. Wide choice of colors in premium quality paint for both exterior and interior.
31. Painting done by master painters—and what a difference this makes!
32. Wide range of personal choices for arborite, lino, etc.

... continued... inside back cover — — ➡ ➡

33. Textured ceilings in all rooms.
34. Choice of dividers in many models.
35. Choice of several front door styles; both glass and wooden designs available. Large window in rear door.
36. Where used, hardwood is No. 1 clear grade OAK — filled, sealed, finished and waxed. (Premium quality broadloom on deluxe under-cushion available at moderate extra cost.)
37. Color-keyed wooden door, closet and window trim for functional durability.
38. Choice of cottage or gable roof on conventional models.
39. 210 lb. asphalt shingles are nailed and glued on conventional roof styles—your choice of color. (Low slope styles have tar and gravel built-up roof or 235 lb. shingles, depending on model.)
40. Generous roof overhangs; boxed eaves on conventional roof models.
41. Wide choice of exterior finish from many types of siding, panelling and stucco (siding features mitred joints and galvanized nails).
42. Better quality materials used throughout.
43. 7/16" wall insul-sheathing gives structural strength comparable to plywood and far greater insulating factor.
44. Extra sturdy, 'squeak-resistant' 1" x 4" tongue and groove diagonal board subfloor throughout (even under broadloom and lino installation).
45. Plywood underlay used on top of 1 x 4 sub-floor for broadloom and lino.
46. Floor joists are designed and engineered for balanced stress and load carrying.
47. Heavy duty roof support with 2 x 6 ceiling joists.
48. Polythene vapor barrier.
49. Wall insulation is 2" batt . . . roof insulation is 5" of shavings specially treated with chloride of lime (low slope models have batt ceiling insulation).
50. Drywall interior finishes (1/2" screwed on or laminated double dry-wall, depending on Series) are warranted indefinitely (in writing) against cracking and nail popping. Fully decorated to available colors of your choice.
51. Copper water lines and stack.
52. Duct work of heavy gauge metal.
53. Heavy duty cast iron under-floor plumbing.
54. Heavy gauge eavestroughing.
55. Hot water tank is glass-lined with 10 year warranty.
56. Full height concrete basements are planned for pleasing and economical future development.
57. Basements are damp-proofed and re-inforced with steel rods at critical points.
58. Large metal basement windows for brightness and ventilation.
59. Adjustable steel tele-posts, each with their own separate footing.
60. Basement floor 3" thick.
61. Space-saving metalbestos flue.
62. Standpipe drain provided for automatic washers.
63. Elegant wrought iron railing at rear entry; deluxe laminated plastic hand rail cover.
64. Neat, clean pre-cast concrete front steps.
65. Pre-cast concrete sidewalks from city sidewalk to front and rear doors.
66. Lots carefully graded and re-staked out upon completion of construction.
67. Color consultant's advice and assistance available at no extra cost.
68. Professional Engineer supervises all phases of construction and finishing.
69. All legal, transfer and registration fees included at no extra cost.
70. Accrued interest and taxes paid by McConnell to date of occupancy.
71. Mortgage insurance fee and balance of fire insurance policy included at no extra cost—there are NO HIDDEN CHARGES!
72. Prepaid local improvements including paved streets, street lighting, sidewalks, gravelled lanes, sewer, gas and water.
73. You save by buying direct from builder.
74. Written warranty.
75. Regular scheduled inspections made by McConnell's trained Service Department after you move in!
76. Built not only to meet, but in many items to exceed C.M.H.C. specifications.
77. Proven record of better re-sale value!
78. The knowledge that you are buying from one of Canada's most respected builders with a proven record of superlative quality and absolute integrity.

* Exclusive Features in PRINCESS SERIES

1. Sliding bypass mahogany closet doors.
2. Special MARLITE panel finish in shower area; your choice from several decorator mural patterns.

* Special Features included in YOUNG MODERNS and COSMOPOLITAN SERIES

1. Complete choice of exterior finish in siding, stucco or panelling (including all siding in wood or backed aluminum) at no extra cost.
2. Step-saving "Path of Light" switching (means no need to retrace steps to switch lights off when passing through entries or halls).
3. Illuminated door bell; copper plates on switches and outlets in kitchen; clock outlet.
4. 4 separate wiring circuits in kitchen to enable you to make full use of all your present and future electrical appliances.
5. Delta single lever faucets on all sinks and bathtubs.
6. "Furniture-finish" bathroom vanities with drawers and doors.
7. Ceramic tiled shower area.
8. Two large mirrored Mr. and Mrs. medicine chests in main bathroom.
9. Colored bath fixtures by Crane or American Standard.
10. Double compartment stainless steel sink in kitchen.
11. Matching valance over kitchen cupboards on flat ceiling models.
12. Large Lazy Susan in most models.
13. Embossed sheet lino in front entrance foyers.
14. Choice of No. 1 clear oak hardwood or lino tile in bedrooms above grade.
15. Rear landing and stairs to basement fully finished in durable, easy-to-clean vinyl material.
16. Textured ceilings in the living and dining room highlighted by gold/silver glitter.
17. Deluxe bi-fold mahogany closet doors.
18. Wide range of modern wallpapers available to serve as decor highlights.

* Exclusive Features in YOUNG MODERNS SERIES

1. Deluxe dual trunk line perimeter heating system features Coleman furnace with bonded 10 year warranty and SUMMER SWITCH for fan located on main floor.
2. Built-in G.E. Mark 27 oven and range; complete with remote control panel, visualite door and your choice of color.
3. Special line of "Young Moderns" contemporary light fixtures.
4. Extra large 40 U.S. gallon hot water tank in 4 bedroom models.

* Exclusive Features in COSMOPOLITAN SERIES

1. Choice of 2 extra solid and secure interior finishes . . . fully decorated DOUBLE LAMINATED drywall - or - genuine lath and plaster (undecorated) at same total price.
2. Wall to wall broadloom in Master Bedroom.
3. Full-length mirror, with frame, included in Master Bedroom.
4. Superior heavy gauge Tessara Vinyl Corlon sheet lino in kitchen, back hall, bath and powder room.
5. 2 lawn service faucets; one at front and one at rear.
6. Extra large 40 U.S. gallon hot water tank with 10 year warranty.
7. Vented range hood in kitchen with 2 speed fan, light and removable filter.
8. Extra large roof overhang for added curb appeal with a distinctive difference (when sideyard permits).
9. Deluxe dual trunk line perimeter heating system has C.A.C. (Continuous Air Circulation) for added round-the-clock comfort.
10. Special line of "Cosmopolitan Series" light fixtures.

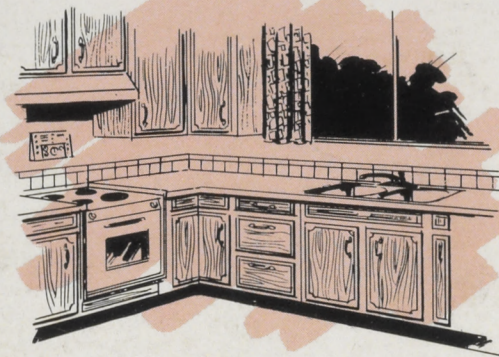
* the REDCLIFF SERIES of BRICK HOMES

This series features the permanent prestige, lifetime beauty and significant upkeep economy of BRICK EXTERIORS at surprisingly low prices. Aside from the brick exterior (in your choice from several colors and textures) these homes are built on "Young Moderns" Series specifications.

If you wish, any McCONNELL model may be built for you with a brick exterior . . . ask a friendly McCONNELL representative for full details.

Imagine...

Your family enjoying the functional fashion of such superb McCONNELL features as these . . .

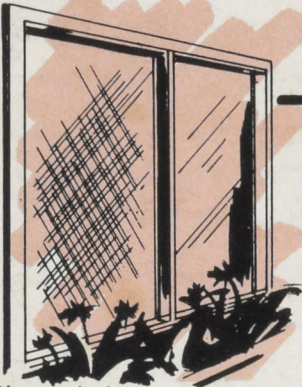


MASTER DESIGNED KITCHENS

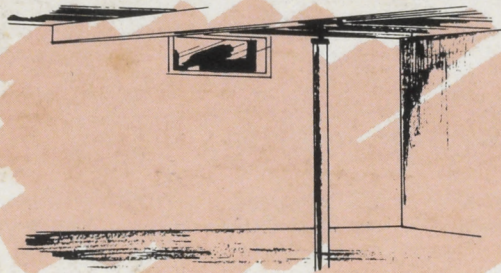
—the heart of the home is skillfully planned to save steps and brims with fashion that makes it bright, gay and easy to clean! You'll love the abundance and richness of the magnificent "furniture-finish" cupboards . . . the generous eating area . . . the stainless steel sink . . . the copper tile backsplash and the vinyl baseboard that resists scuffing and makes mopping up a breeze. An overall feeling of gracious, friendly efficiency prevails in every McCONNELL KITCHEN! You will love it!

SNUG AND SPARKLING TUBULAR STEEL RUSCO WINDOWS

— these premium windows, with baked enamel finish, are typical of the quality you find in every McCONNELL HOME. They feature self-storing storms and screens (which can be quickly and easily removed from the inside for cleaning), "No-Draft" ventilation, positive safety locks and an absolute minimum of maintenance. Compare these to any other windows you have ever seen!

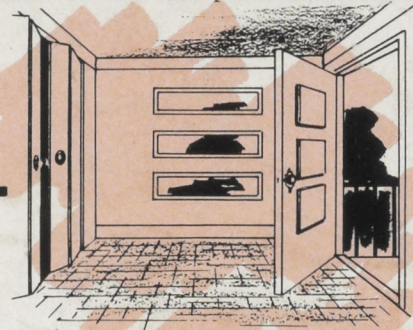


BASEMENT PLANNED FOR YOUR FUTURE DEVELOPMENT—high, bright, damp-proofed and virtually unobstructed . . . so much potential for economical development. The windows are all metal and oversize for plenty of natural light and ventilation. The deluxe dual trunk line heating system ensures cozy comfort in your basement even after it's developed; concrete floor is 3" thick; stand pipe drain provided for automatic washer; adjustable steel tele-posts each have their own separate footing.



SPACIOUS . . . INVITING FRONT ENTRANCES

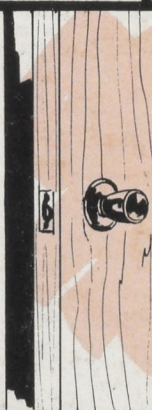
—friendly . . . impressive . . . with an extra wide door and coat closet conveniently located close by. A hearty welcome—always! Typical of McCONNELL'S superior design. Front door has a solid core and you have a choice of several window or design styles.



GLAMOROUS BATHROOMS—so beautifully complete with fashion-styled fixtures, vanity, 1 locking drawer, shower, chrome shower rod, twin soap and grabs, chrome towel bars and paper holder. Shown here is a "Cosmopolitan" or "Young Moderns" Series bathroom featuring mirrored Mr. & Mrs. medicine chests and deluxe vanity with drawers and doors. Many models also have clothes chute with self-contained hamper and towel storage. Outlet for razor included in bath or powder room.

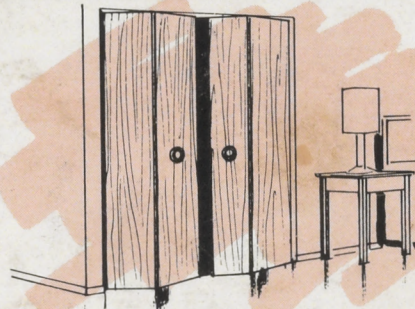
INTERIOR DOORS ARE MASTERFULLY FINISHED, HUNG WITH 3 HINGES AND FITTED WITH DELUXE HARDWARE

—typical of the superior care, quality and finishing throughout every McCONNELL HOME. All interior doors have the exclusive McCONNELL wood-finish and are hung with 3 hinges for smoother opening and closing. The fashion-plate hardware is deluxe by Weiser with their famous lifetime guarantee.



LARGE CLOSETS WITH RICHLY-FINISHED DOORS

—the abundance of strategically located closets in every McCONNELL HOME will mean so much to you and your family . . . there's plenty of room for clothes, linens, etc. . . and you'll particularly like the adjustable closet rods in the 2nd and 3rd bedrooms (set them at child-height if you wish) and the smooth working wooden bi-fold or bypass doors.

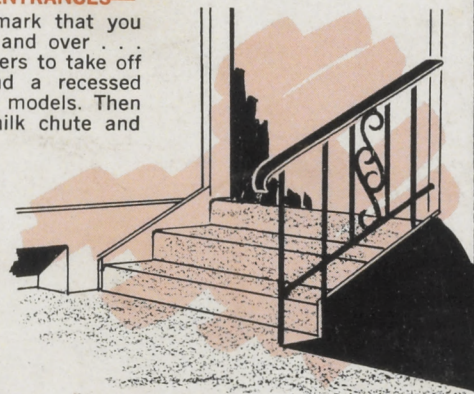


EMPHASIS ON FAMILY CONTENTMENT AND COMFORT

— every McCONNELL HOME is designed and built to take such good care of your family . . . and McCONNELL'S Service Department ensures your contentment by making regularly scheduled inspections of your home for the 1st year after you take possession!

CAREFULLY-PLANNED REAR ENTRANCES

a famous McCONNELL trademark that you will appreciate over and over . . . There's room for your youngsters to take off and hang up their coats and a recessed tray for their rubbers in most models. Then too, there's a burglar-proof milk chute and a stylish wrought iron railing that add practical and pleasing touches to this designed - for - family - living bonus from McCONNELL. In "Young Moderns" and "Cosmopolitan Series" not only the rear landing and steps up are finished, but also the stairs right down to the basement (in luxuriously durable Vinyl material).



REMEMBER TOO!

—in addition to the multitude of personal choices that are yours at no extra cost in a McCONNELL Home, there are many other features (such as added built-ins, open fireplaces, etc.) that can be easily and economically incorporated into your "Plus-Value" Home! Our well trained staff will be pleased to assist you!



..... takes the time to build a **BETTER HOME!**

5530 - 111 STREET — EDMONTON — PHONE 434-3417

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